

## CLAIMS

What is claimed is:

- 1 1. A method for providing enterprise event marketing and management  
2 automation comprising the steps of:
  - 3 (a) providing a website including online tools for event marketing  
4 and management;
  - 5 (b) allowing a user in communication with the website to create an  
6 event page and a registration page associated with an event  
7 utilizing the online tools, the event page including a link to the  
8 registration page;
  - 9 (c) forwarding the event page to a participant to enable the  
10 participant to establish communication with the registration page  
11 utilizing the link;
  - 12 (d) forwarding the registration page to the participant to be completed  
13 and returned in response to the communication;
  - 14 (e) receiving the registration page and in response thereto  
15 communicating a confirmation to the participant; and
  - 16 (f) communicating to the user the information received from the  
17 participant in order to allow for event marketing and  
18 management.
- 1 2. A method as recited in claim 1, further comprising associating a fee with the  
2 event.
- 1 3. A method as recited in claim 2, wherein the fee for the event is requested  
2 from the participant in response to receiving the registration page.
- 1 4. A method as recited in claim 1, further comprising querying the participant  
2 for information associated with participant attendance to the event.

1 5. A method as recited in claim 1, wherein previously created event pages are  
2 utilized for creating at least one of new events and new registration pages.

1 6. A method as recited in claim 1, further comprising storing a contact file of  
2 the user.

1 7. A method as recited in claim 6, wherein the participant is selected from the  
2 contact file.

1 8. A method as recited in claim 6, wherein the stored file is imported from  
2 another source.

1 9. A method as recited in claim 6, further comprising exporting the contact file.

1 10. A method as recited in claim 1, further comprising generating participant  
2 parameters, wherein the participant is forwarded the event page according to  
3 the participant parameters.

1 11. A method as recited in claim 1, further comprising associating a promotion  
2 code with the event in accordance with instructions from the user.

1 12. A method as recited in claim 1, wherein a registration template is utilized to  
2 create the registration page.

1 13. A method as recited in claim 1, further comprising grouping a plurality of  
2 events under a single event.

1 14. A method as recited in claim 1, wherein the event has a maximum participant  
2 capacity associated therewith.

1 15. A method as recited in claim 14, further comprising presenting the  
2 participant with the option of being waitlisted where maximum capacity has  
3 been reached.

1 16. A method as recited in claim 14, wherein the user receives a notification  
2 when a predetermined percentage of maximum participant capacity is  
3 reached.

1 17. A method as recited in claim 16, wherein the user is allowed to modify the  
2 maximum participant capacity in response to the notification.

1 18. A method as recited in claim 1, wherein the confirmation includes a ticket  
2 for admission to the event.

1 19. A method as recited in claim 1, further comprising generating a report about  
2 the event for at least one of the user and the participant.

1 20. A method as recited in claim 19, wherein the report includes information  
2 pertaining to at least one of budget, expenses, revenues, travel,  
3 accommodations, participant information, event details, attendance details,  
4 sub-organization, cross-events, profiling, scheduling, registration, change  
5 between data conveyed on specified dates, and change between data  
6 conveyed at specified times.

1 21. A method as recited in claim 19, wherein the report may be generated  
2 according to at least one of a schedule.

1 22. A method as recited in claim 19, wherein the report includes at least one of  
2 an ad hoc report and a canned report.

1 23. A method as recited in claim 1, further comprising providing the user with  
2 data for tracking at least one of budget, expenses, and revenue.

1 24. A method as recited in claim 1, further comprising grouping one or more  
2 events into event categories.

1 25. A method as recited in claim 1, further comprising providing to the  
2 participant at least one of accommodation information and travel  
3 information.

1 26. A method as recited in claim 1, further comprising organizing participants  
2 into groups.

1 27. A method as recited in claim 1, further comprising assigning a type to a  
2 participant.

1 28. A method as recited in claim 1, further comprising providing at least one of  
2 specified travel and accommodations according to participant type.

1 29. A method as recited in claim 1, further comprising assigning a login to the  
2 participant.

1 30. A method as recited in claim 1, further comprising forwarding a survey to  
2 the participant.

1 31. A method as recited in claim 1, further comprising receiving information  
2 related to a guest of the participant on the registration page.

1 32. A method as recited in claim 1, wherein travel can be arranged utilizing an  
2 online booking system.

1 33. A system for providing a system and method for enterprise event marketing  
2 and management automation:  
3 (a) means for providing a website including online tools for event  
4 marketing and management;  
5 (b) means for allowing a user in communication with the website to  
6 create an event page and a registration page associated with an  
7 event utilizing the online tools, the event page including a link to  
8 the registration page;  
9 (c) means for forwarding the event page to a participant to enable the  
10 participant to establish communication with the registration page  
11 utilizing the link;  
12 (d) means for forwarding the registration page to the participant to be  
13 completed and returned in response to the communication;  
14 (e) means for receiving the registration page and in response thereto  
15 communicating a confirmation to the participant; and  
16 (f) means for communicating to the user the information received  
17 from the participant in order to allow for event marketing and  
18 management.

1 34. A system as recited in claim 33, further comprising means for associating a  
2 fee with the event.

1 35. A system as recited in claim 34, wherein the fee for the event is requested  
2 from the participant in response to receiving the registration page.

1 36. A system as recited in claim 33, further comprising means for querying the  
2 participant for information associated with participant attendance to the  
3 event.

1 37. A system as recited in claim 33, wherein previously created event pages are  
2 utilized for creating at least one of new events and new registration pages.

1 38. A system as recited in claim 33, further comprising means for storing a  
2 contact file of the user.

1 39. A system as recited in claim 38, wherein the participant is selected from the  
2 contact file.

1 40. A system as recited in claim 33, further comprising means for generating  
2 participant parameters, wherein the participant is forwarded the event page  
3 according to the participant parameters.

1 41. A system as recited in claim 33, further comprising means for associating a  
2 promotion code with the event in accordance with instructions from the user.

1 42. A system as recited in claim 33, wherein a registration template is utilized to  
2 create the registration page.

1 43. A system as recited in claim 33, further comprising means for generating a  
2 report about the event for at least one of the user and the participant.

1 44. A system as recited in claim 33, wherein the event has a maximum  
2 participant capacity associated therewith.

1 45. A system as recited in claim 44, further comprising means for presenting the  
2 participant with the option of being waitlisted where maximum capacity has  
3 been reached.

1 46. A system as recited in claim 44, wherein the user receives a notification  
2 when a predetermined percentage of maximum participant capacity is  
3 reached.

1 47. A system as recited in claim 46, wherein the user is allowed to modify the  
2 maximum participant capacity in response to the notification.

1 48. A system as recited in claim 33, wherein the confirmation includes a ticket  
2 for admission to the event.

1 49. A computer program embodied on a computer readable medium for  
2 providing enterprise event marketing and management automation  
3 comprising:

- 4 (a) a code segment that provides a website including online tools for  
5 event marketing and management;
- 6 (b) a code segment that allows a user in communication with the  
7 website to create an event page and a registration page associated  
8 with an event utilizing the online tools, the event page including a  
9 link to the registration page;
- 10 (c) a code segment that forwards the event page to a participant to  
11 enable the participant to establish communication with the  
12 registration page utilizing the link;
- 13 (d) a code segment that forwards the registration page to the  
14 participant to be completed and returned in response to the  
15 communication;
- 16 (e) a code segment that receives the registration page and in response  
17 thereto communicating a confirmation to the participant; and
- 18 (f) a code segment that communicates to the user the information  
19 received from the participant in order to allow for event  
20 marketing and management.

1 50. A computer program as recited in claim 49, further comprising a code  
2 segment that associates a fee with the event.

1 51. A computer program as recited in claim 50, wherein the fee for the event is  
2 requested from the participant in response to receiving the registration page.

1 52. A computer program as recited in claim 49, further comprising a code  
2 segment that queries the participant for information associated with  
3 participant attendance to the event.

1 53. A computer program as recited in claim 49, wherein previously created event  
2 pages are utilized for creating at least one of new events and new registration  
3 pages.

1 54. A computer program as recited in claim 49, further comprising a code  
2 segment that stores a contact file of the user.

1 55. A computer program as recited in claim 54, wherein the participant is  
2 selected from the contact file.

1 56. A computer program as recited in claim 49, further comprising a code  
2 segment that generates participant parameters, wherein the participant is  
3 forwarded the event page according to the participant parameters.

1 57. A computer program as recited in claim 49, further comprising a code  
2 segment that associates a promotion code with the event in accordance with  
3 instructions from the user.

1 58. A computer program as recited in claim 49, wherein a registration template is  
2 utilized to create the registration page.

1 59. A computer program as recited in claim 49, further comprising a code  
2 segment that generates a report about the event for at least one of the user  
3 and the participant.

1 60. A computer program as recited in claim 49, wherein the event has a  
2 maximum participant capacity associated therewith.

1 61. A computer program as recited in claim 60, further comprising a code  
2 segment that presents the participant with the option of being waitlisted  
3 where maximum capacity has been reached.

1 62. A computer program as recited in claim 60, wherein the user receives a  
2 notification when a predetermined percentage of maximum participant  
3 capacity is reached.

1 63. A computer program as recited in claim 62, wherein the user is allowed to  
2 modify the maximum participant capacity in response to the notification.

1 64. A computer program as recited in claim 49, wherein the confirmation  
2 includes a ticket for admission to the event.